

## Message Text

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51

ACTION AF-10

INFO OCT-01 ISO-00 EB-07 AGR-10 RSC-01 /029 W

----- 045575

P 271200Z DEC 74

FM AMEMBASSY TANANARIVE

O RUEHDC/USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC PRIORITY 6798

AMCONSUL DOUALA PRIORITY

UNCLAS TANANARIVE 2008

E.O. 11652: N/A

TAGS: BEXP, MA, CM

SUBJECT: CATALOG EXHIBIT - AGRICULTURAL EQUIPMENT

REF: USDOC 18803

1. EMBASSY HAS ALREADY MADE PROMOTIONAL MAILING TO 280 LOCAL BUSINESSES AND GOVERNMENT OFFICES ANNOUNCING CATALOG SHOW WILL BE HELD IN TANANARIVE JAN 20-25 AND INVITING THEM TO ATTEND. MOREOVER, IN ACCORDANCE TIMETABLE SET FORTH IN DEPARTMENT'S A-9166 OF 9/9/72 AND DOUALA'S REQUEST FOR PREPARATION AND SHIPMENT OF 300 CATALOG INDEXES BEFORE END DECEMBER (YAOUNDE 3564), WE HAVE ALREADY PREPARED CATALOG REFERENCE INDEX AND RECEIVED 300 COPIES FROM LOCAL PRINTERS, WITH JANUARY DATES FOR SHOW PRINTED ON COVER. ADDITIONALLY, WE UNDERSTAND LOCAL IMPORTERS AND GOVERNMENT AGENCIES ARE ALREADY MAKING PLANS FOR 1975 ORDERS OF AGRICULTURAL EQUIPMENT, AND POSTPONEMENT OF SHOW WOULD RISK LOSING MOST POTENTIAL BUSINESS FOR THE YEAR.

2. IN VIEW OF ABOVE, EMBASSY WOULD MUCH PREFER NOT RPT NOT TO POSTPONE SUBJECT EXHIBIT AT THIS VERY LATE DATE. TO DO SO WOULD MAKE US APPEAR EMBARRASSINGLY INEFFICIENT TO LOCAL BUSINESS COMMUNITY, AND, AS MENTIONED ABOVE, PROBABLY WOULD LOSE POTENTIAL SALES FOR 1975.

3. IF COMMERCE CAN PROVIDE ENGLISH-SPEAKING INDUSTRY

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EXPERT, EMBASSY WILL PROVIDE INTERPRETER FOR APPROX-

MATELY \$150 EXTRA IN BUDGET FUNDS. WE STRONGLY URGE  
COMMERC IMMEDIATELY SEEK ENGLISH-SPEAKING EXPERT  
RATHER THAN POSTPONE SHOW. PLEASE ADVISE SOONEST.  
ELFERS

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NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 27 DEC 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
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**Reference:** 74 USDOC 18803  
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**Status:** NATIVE  
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